

REMARKS/ARGUMENTS

The Applicant thanks the Examiner for the Advisory Action dated August 17, 2006. A Request for Continued Examination is filed herewith.

Claim Rejections - 35 USC § 103

Claim 1 has been amended further to specify unambiguously that the tags are location-indicating tags. Claim 1 now also specifies that the tag image data for the location-indicating tags is generated by a code data generator in the printer.

A corresponding amendment has been made to claim 5.

The Applicant maintains that the present invention would not have been obvious to the skilled person in view of Mori combined with Dymetman.

Claim 1 explicitly specifies the step of “generating image data for printing said photograph and tag image data for printing a plurality of location-indicating tags with said photograph”. Furthermore, claim 1 also specifies that the tag image data is generated by coded data generator in the printer using the photograph identification code.

At no point does Dymetman generate tag image data for printing a plurality of location-indicating tags with a photograph. Dymetman plainly generates tag image data and graphical image data *separately* and prints the graphics and the tags in *separate* printing steps (see column 11, lines 55-65). Hence, Dymetman’s interactive pages are not available to users on demand.

Furthermore, Dymetman does not describe a printer which contains a coded data generator for generating tag image data using a photograph identification. This claim feature cannot be found anywhere in Dymetman.

Mori describes a system for printing photographs, wherein each photograph has a corresponding photo identification code that may be printed with the photograph in the form of a barcode. Presumably, Mori’s photo image data must also include tag image data for

Mori's printed tag (or barcode). Mori is able to generate tag image data in his computer system for the barcode using known barcode technology.

However, Mori does not describe generating a plurality of location-indicating tags from a photograph identification code using a coded data generator in his printer. Known barcode technology allows Mori to generate a barcode from a photograph identification code, but it does not allow him to generate a plurality of location-indicating tags, as required by claim 1.

Furthermore, Mori cannot learn how to do this step using the teaching of Dymetman, because Dymetman has plainly not worked out how to do it. Instead, Dymetman teaches generating coded blanks and then separately overprinting these coded blanks with graphical information (see column 11, lines 47-65 of Dymetman). Dymetman does not show the skilled person how to generate tag image data from a photograph identification code.

By contrast, the present application teaches how to generate tag image data for a plurality of location-indicating tags using a photograph identification code. This is described in detail in Sections 7.2.1 and 7.2.2 (pages 73-74) of the specification and this step is explicitly recited in claim 1.

The Applicant therefore maintains that the combination of Mori and Dymetman would not have led the skilled person to arrive at the invention as defined in claim 1. Mori does not teach how to generate a plurality of location-indicating tags from a photograph identification code and neither does Dymetman. Furthermore, neither document describes generating tag image data using a coded data generator in a printer.

It is respectfully submitted that all of the Examiner's objections have been successfully traversed. Accordingly, it is submitted that the application is now in condition for allowance. Reconsideration and allowance of the application is courteously solicited.

Very respectfully,

Applicant/s:



Paul Lapstun



Kia Silverbrook

C/o: Silverbrook Research Pty Ltd
393 Darling Street
Balmain NSW 2041, Australia

Email: kia.silverbrook@silverbrookresearch.com

Telephone: +612 9818 6633

Facsimile: +61 2 9555 7762